

What is claimed is;

1. A personal taste profile information gathering apparatus for gathering information related to the personal tastes of a viewer viewing a specific medium comprising:

a means for operation that is operated by the viewer through a single action; and

a means for personal taste profile information recording that records information related to the medium being viewed by the viewer when the viewer operates said means for operation.

2. A personal taste profile information gathering apparatus according to claim 1, wherein:

said means for personal taste profile information recording is provided with a scene-specifying data recording unit for recording information used to specify a scene being viewed when said means for operation is operated.

3. A personal taste profile information gathering apparatus according to claim 1, wherein:

said means for personal taste profile information recording unit is provided with a contents recording unit for recording the contents being viewed when said means for operation is operated.

4. A personal taste profile information gathering apparatus according to claim 2, wherein:

said means for personal taste profile information recording unit is provided with a contents recording unit for recording the contents being viewed when said means for operation is operated.

5. A personal taste profile information gathering apparatus according to claim 3, wherein:

said contents recording unit is provided with a first means for recording that continuously records the viewing contents concurrently while the viewer views the medium and a second means for recording that extracts and records the viewing contents corresponding to a time point at which said means for operation is operated from said first means for recording.

6. A personal taste profile information gathering apparatus according to claim 4, wherein:

said contents recording unit is provided with a first means for recording that continuously records the viewing contents concurrently while the viewer views the medium and a second means for recording that extracts and records the viewing contents corresponding to a time point at which said means for operation is operated from said first means for recording.

7. A personal taste profile information gathering apparatus according to claim 5, wherein:

said second means for recording starts recording of the viewing contents at a time point preceding the time point at which said means for operation is operated by a specific time length.

8. A personal taste profile information gathering apparatus according to claim 6, wherein:

said second means for recording starts recording of the viewing contents at a time point preceding the time point at which said means for operation is operated by a specific time length.

9. A personal taste profile information gathering apparatus according to claim 1, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device.

10. A personal taste profile information gathering apparatus according to claim 1, wherein:

said means for operation can be permanently installed at a specific location.

11. A personal taste profile information gathering apparatus according to claim 2, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device.

12. A personal taste profile information gathering apparatus according to claim 2, wherein:

said means for operation can be permanently installed at a specific location.

13. A personal taste profile information gathering apparatus according to claim 3, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device.

14. A personal taste profile information gathering apparatus according to claim 3, wherein:

said means for operation can be permanently installed at a specific location.

15. A personal taste profile information gathering apparatus according to claim 4, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device

16. A personal taste profile information gathering apparatus according to claim 4, wherein:

said means for operation can be permanently installed at a specific location.

17. A personal taste profile information gathering apparatus according to claim 5, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device

18. A personal taste profile information gathering apparatus according to claim 5, wherein:

said means for operation can be permanently installed at a specific location.

19. A personal taste profile information gathering apparatus according to claim 6, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device

20. A personal taste profile information gathering apparatus according to claim 6, wherein:

said means for operation can be permanently installed at a specific location.

21. A personal taste profile information gathering apparatus according to claim 7, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device

22. A personal taste profile information gathering apparatus according to claim 7, wherein:

said means for operation can be permanently installed at a specific location.

23. A personal taste profile information gathering apparatus according to claim 8, wherein:

data for determining the personal tastes of the viewer are prepared and recorded based upon operations performed on a media device

24. A personal taste profile information gathering apparatus according to claim 8, wherein:

said means for operation can be permanently installed at a specific location.